Evolving a Data Enterprise to Support Relevant, Timely, and Equitable Statistical Products—*We Need Your Help!*

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The views expressed in this perspective are those of the presenter and not the Census Bureau.

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Forces Driving Innovation Today

" *As we advance into the 21st century, we are experiencing **increased demand for our data**, struggling with **challenges to traditional data collection** methods, and exploring **rich new data sources and tools** that can revolutionize what we do and how we do it. Our success critically depends on our ability to seize the opportunities in front of us to deliver **statistical products that address the increasingly complex and diverse needs of our users**.*"

Ron S Jarmin, PhD., Deputy Director
U.S. Census Bureau

Flipping the Focus

Determine what information stakeholders need to reach their objectives

From there, shape the statistical products to be developed

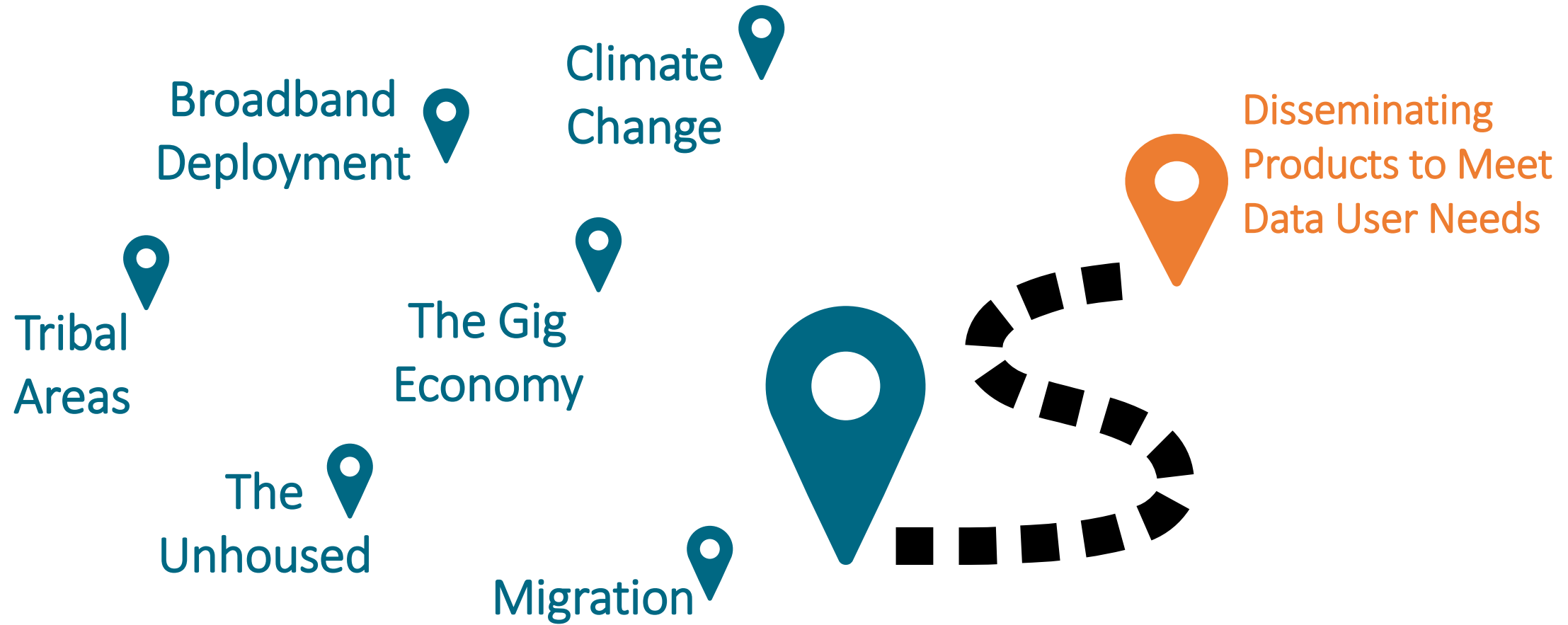Statistical Product First Approach

Statistical Product First Approach

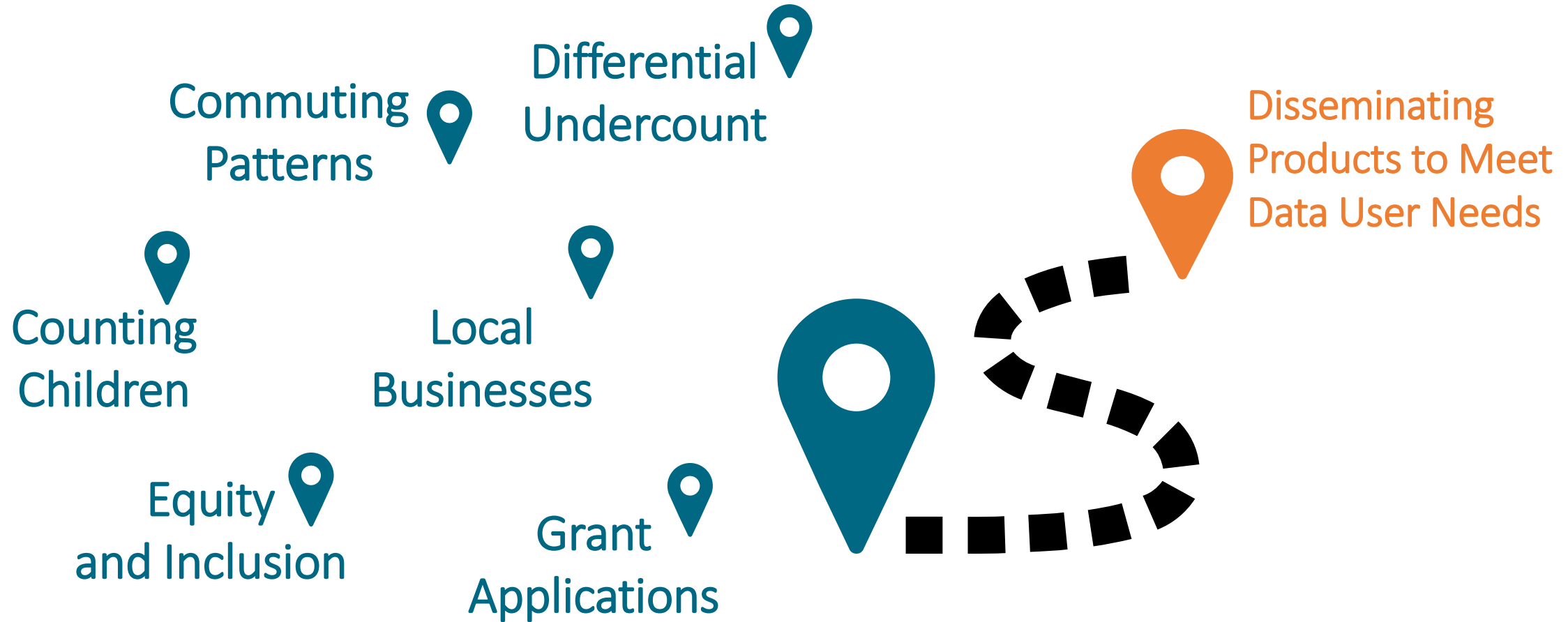## Ensures Data Support Purposes and Uses

Purposes and Uses

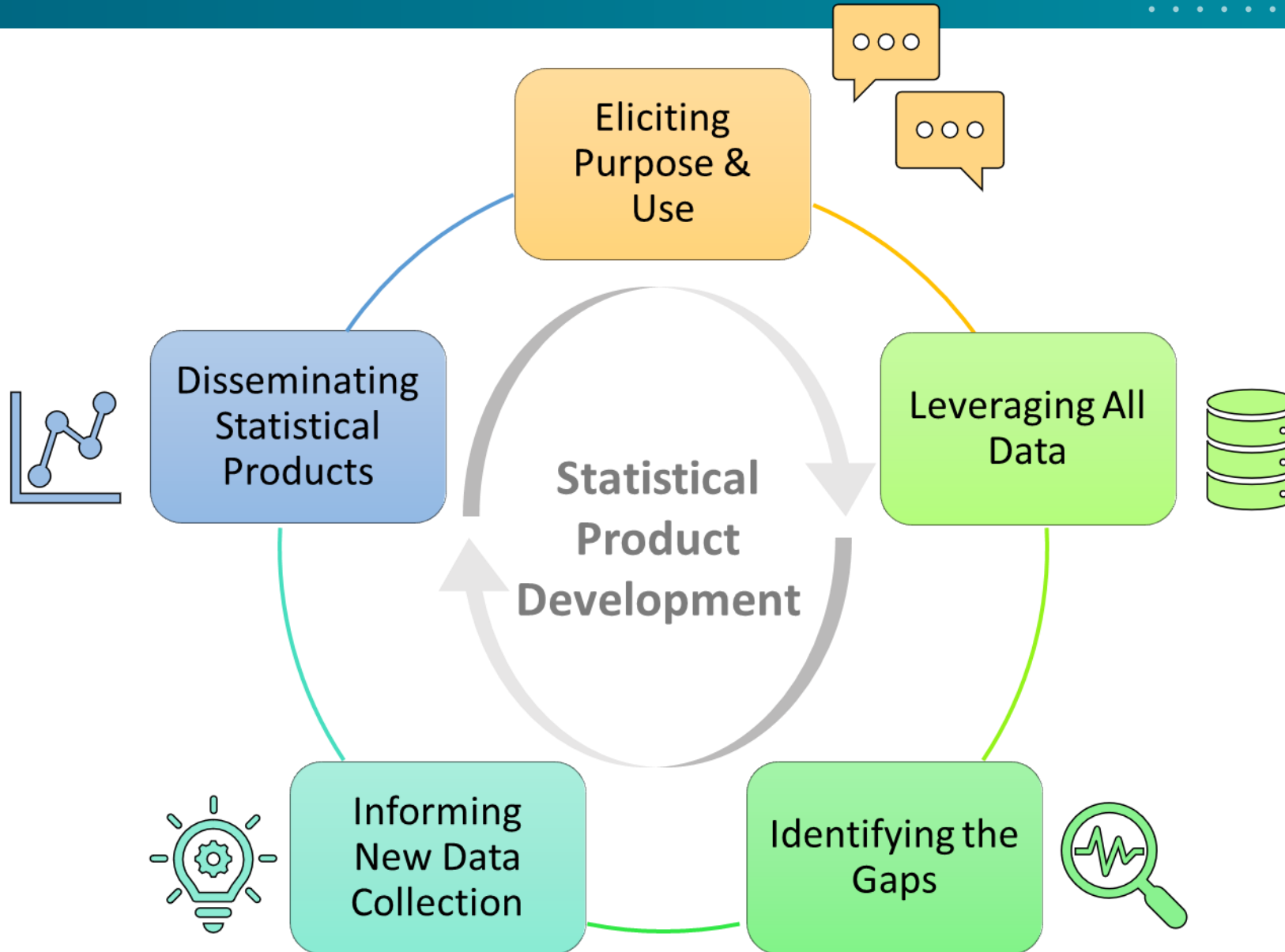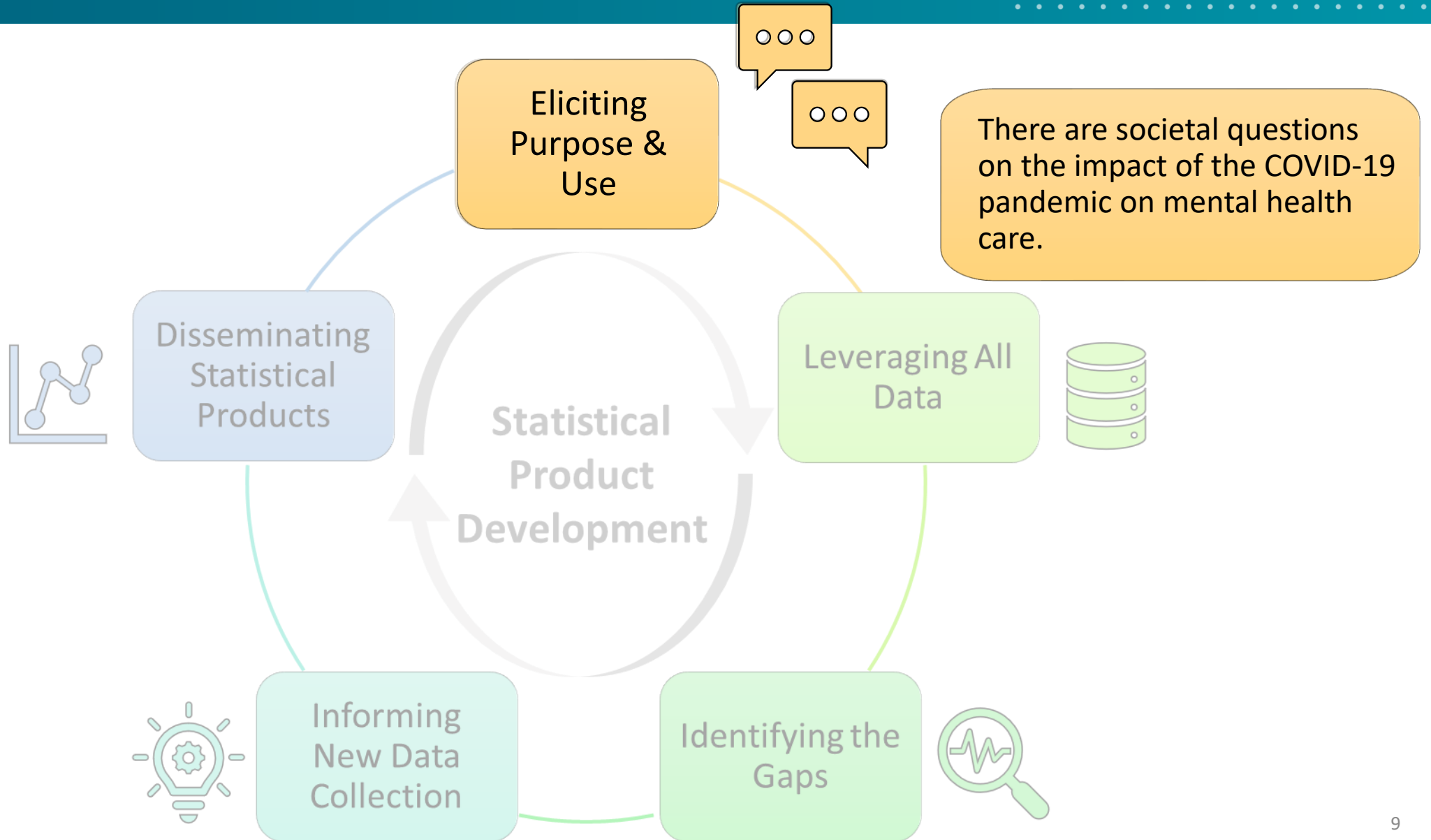Disseminating Products to Meet Data User Needs

What are some purposes and uses?

Climate Change

Broadband Deployment

Disseminating Products to Meet Data User Needs

Tribal Areas

The Gig Economy

The Unhoused

Migration

What are some purposes and uses?

Differential Undercount

Commuting Patterns

Counting Children

Local Businesses

Equity and Inclusion

Grant Applications

Disseminating Products to Meet Data User Needs

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Eliciting Purpose & Use

There are societal questions on the impact of the COVID-19 pandemic on mental health care.

Disseminating Statistical Products

Leveraging All Data

Statistical Product Development

Informing New Data Collection

Identifying the Gaps

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Eliciting Purpose & Use

Disseminating Statistical Products

Statistical Product Development

Leveraging All Data

Questions on the receipt of prescription medication, counseling or therapy, and unmet mental health needs were included on the National Health Interview Survey (NHIS) in 2019.

Informing New Data Collection

Identifying the Gaps

The NHIS asks these questions with a 12-month reference period. There is a need for more timely information.

Identifying the Gaps

Exemplar: Measurement of Mental Health

Rapid deployment of the Household Pulse Survey (HPS) (July, 2020) asked questions about receipt of care in the past 4 weeks. Through the COVID-19 pandemic, the National Center for Health Statistics included questions based on the NHIS to obtain information on the frequency of anxiety and depression symptoms.

Eliciting Purpose & Use

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Statistical Product Development

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Identifying the Gaps

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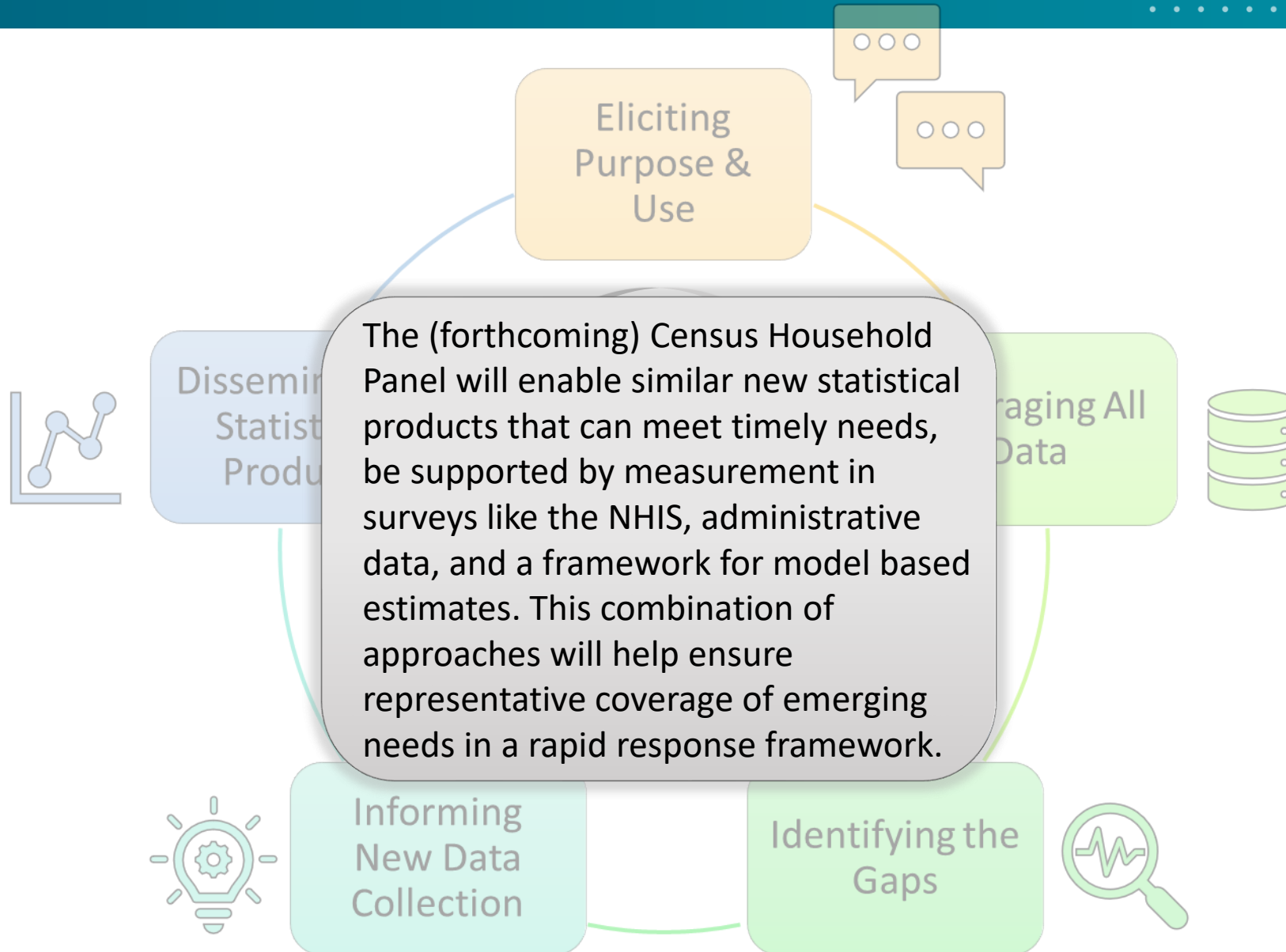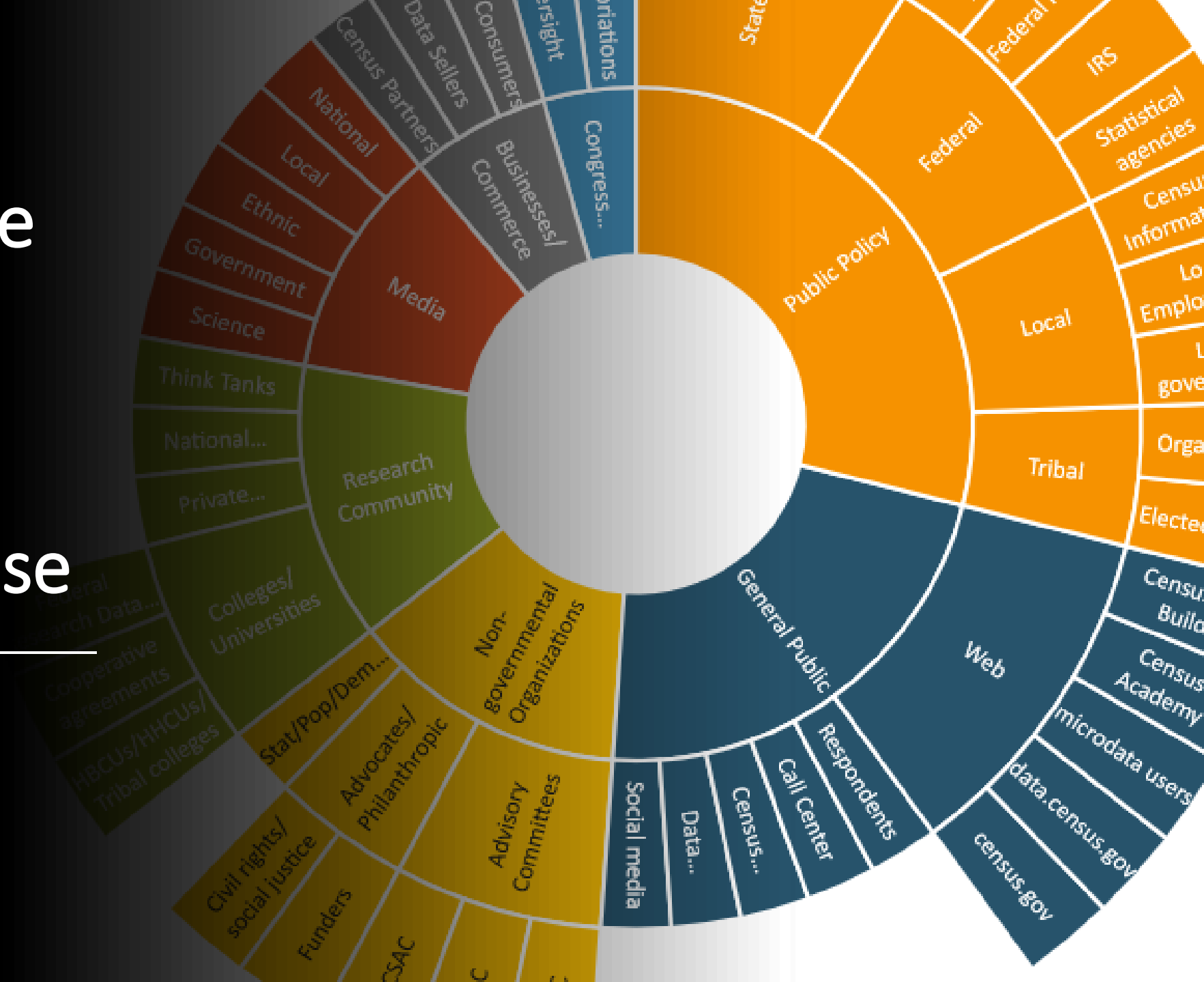
Calibrating responses in the HPS to data in the NHIS through statistical modeling allows for a more complete picture of the mental health of the population, adjusting for both differential coverage (lower in the HPS) and mode differences in reporting (higher estimates of mental health issues in the self-administered HPS).

Disseminating Statistical Products

Leveraging All Data

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Eliciting Purpose & Use

Disseminating Statistical Products

Leveraging All Data

Informing New Data Collection

Identifying the Gaps

The (forthcoming) Census Household Panel will enable similar new statistical products that can meet timely needs, be supported by measurement in surveys like the NHIS, administrative data, and a framework for model based estimates. This combination of approaches will help ensure representative coverage of emerging needs in a rapid response framework.

Illuminating the Ecosystem of Data Users to Elicit Purpose and Use

Stakeholder Product Challenges

1 ⟩⟩⟩ Determine methods to identify purposes and uses in real time (i.e., broadly and promptly).

2 ⟩⟩⟩ Develop good ways to elicit, capture, and process statistical purpose and use needs on an ongoing basis (i.e., develop a repeatable process).

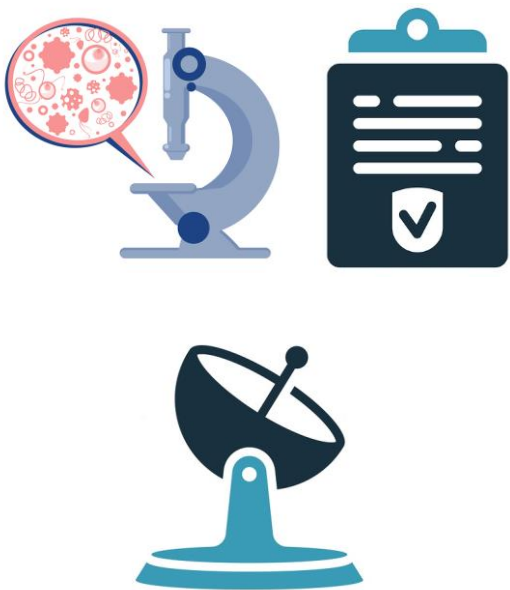**3** ⟩⟩⟩ Ensure solicitation of statistical products happens equitably.

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Leverage Data Infrastructure

All Data

Data Linkage

Legal Framework & Data Governance

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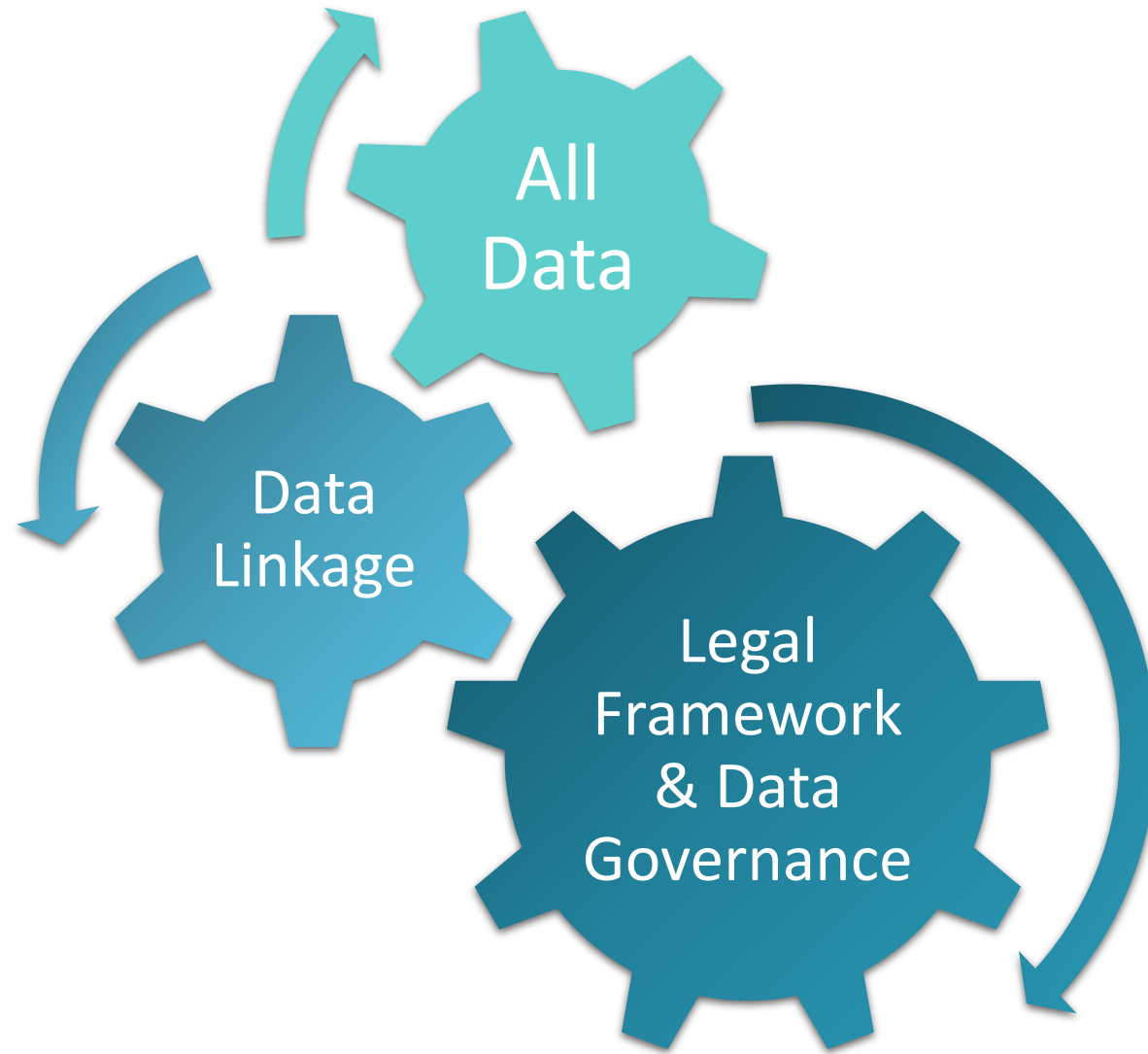
Use *ALL* Data Assets

Going beyond the survey data we collect

Designed Data	Administrative Data	Opportunity Data	Procedural Data

Exploit Data Linkage

We collect a variety of linkage fields and tailor linkage methodology to each linkage type – people, places, jobs, and organizations.

Adhere to Legal Framework and Data Governance

Title 13 directs us to acquire and use external data records for statistical purposes.

Foundations for Evidence-Based Policymaking Act promotes and encourages data sharing.

Confidential Information Protection and Statistical Efficiency Act sets forth functional separation of statistical versus administrative uses of data.

Ethical Data Stewardship

- ✓ Ensure only statistical uses
- ✓ Disclosure review
- ✓ Punishing of wrongful disclosure
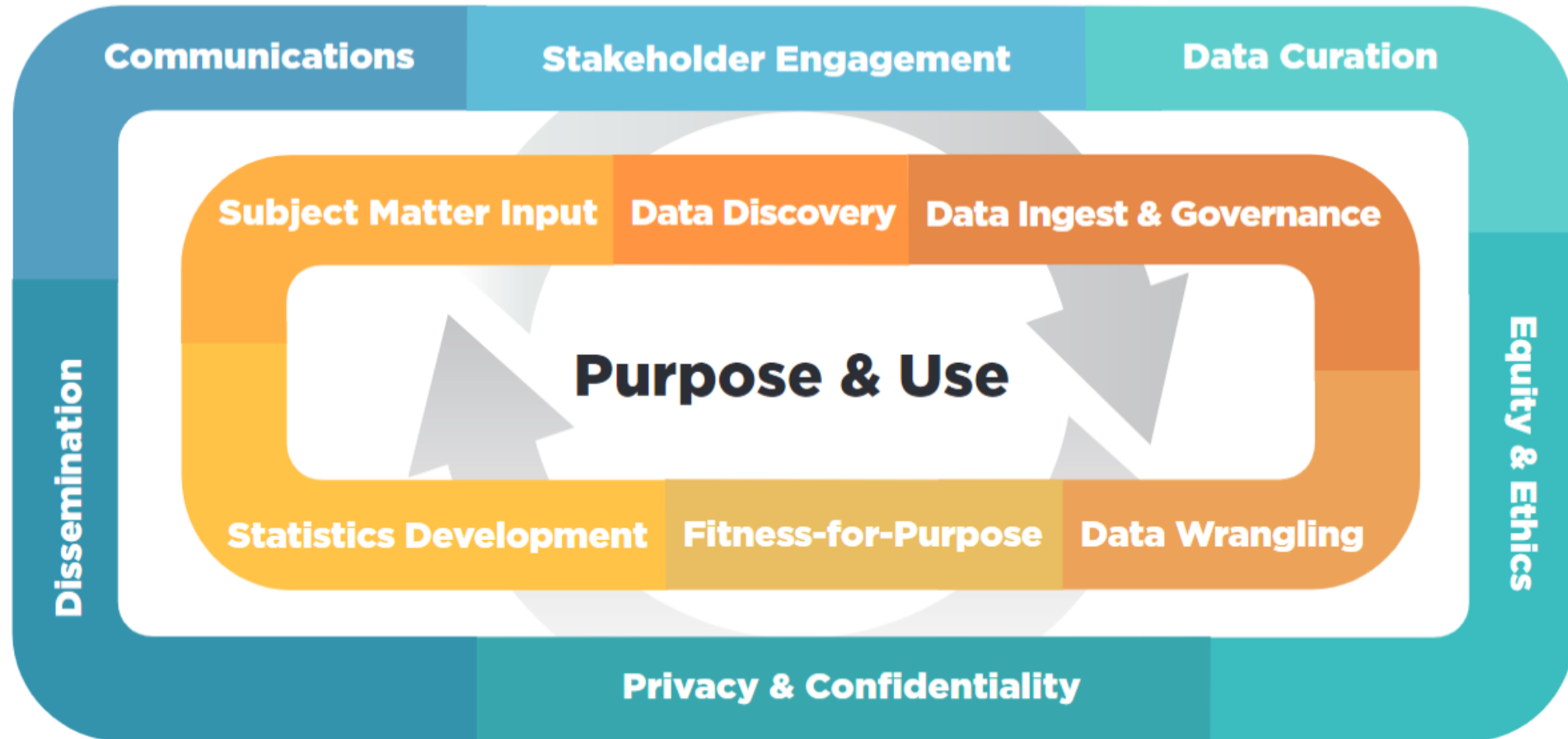- ✓ Secure computing environments

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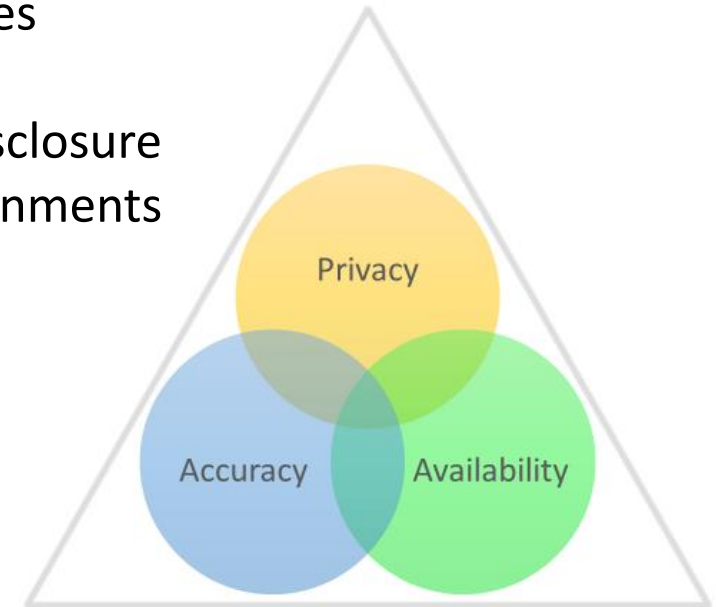
Protected
microdata
(in FSRDCs)

An opportunity
to identify and fill
the space in between

Simple, public
use products
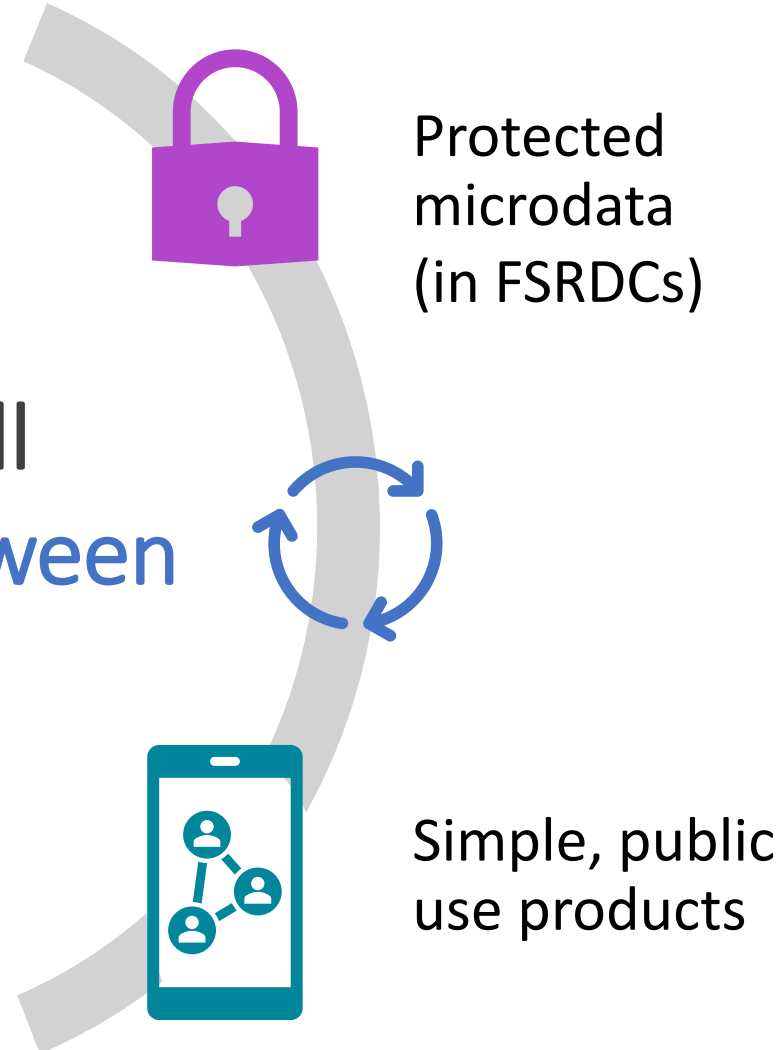
Summing it up: A Curated Data Enterprise

Change is Here!

" Our changing culture and rapid changes in data and technology tell us that **censuses and surveys alone, while still critical, can no longer answer society's questions completely** or quickly enough to satisfy the modern appetite for information."

Michael T. Thieme, PMP

Senior Advisor to the Deputy Director

U.S. Census Bureau

Enabling Technologies for the Enterprise

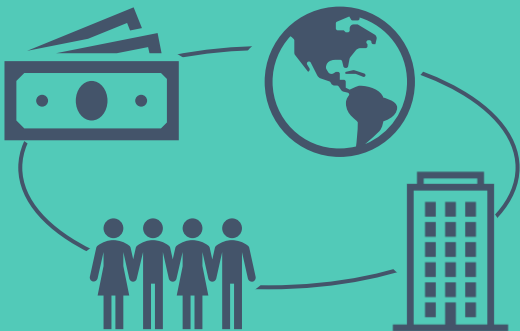**Data Ingest and Collection for the Enterprise (*all* data assets)**

Enterprise Data Lake
Data processing, computing, and management

Enterprise Linked Frames
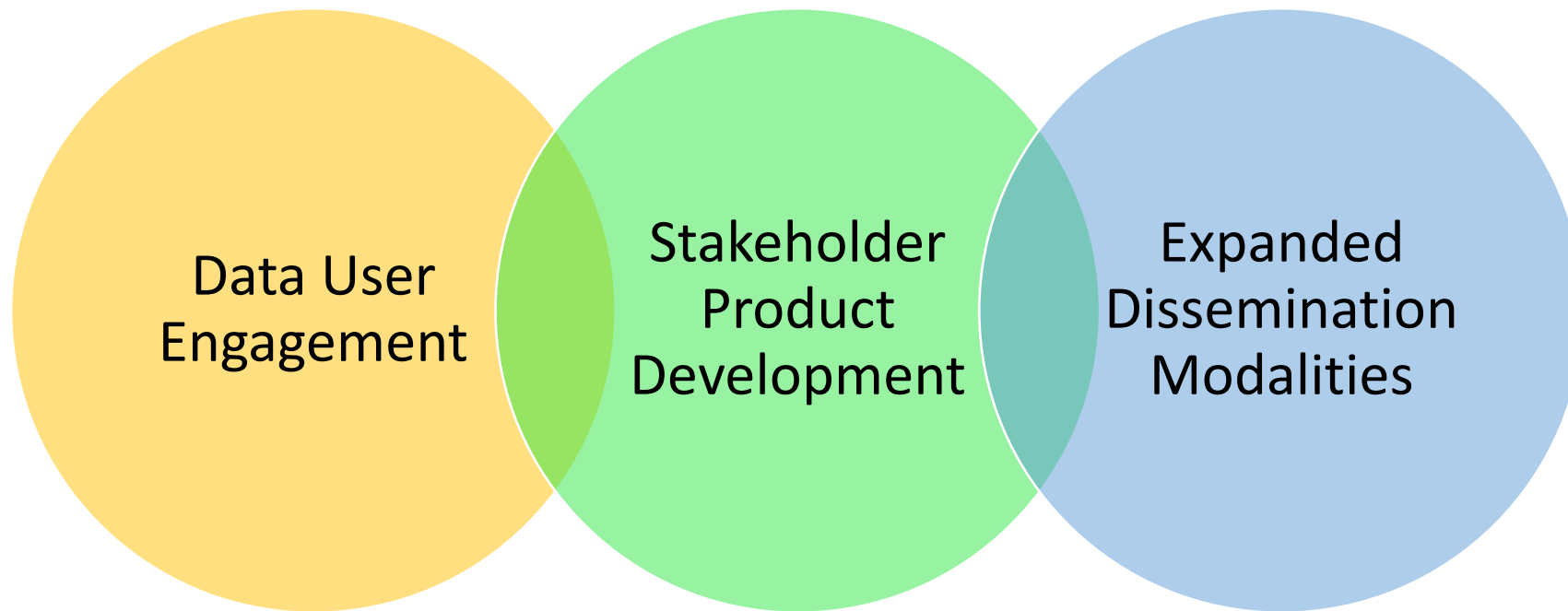4 seamless and linkable frames

Enterprise Dissemination Services

Moving this Endeavor Forward

Our current research efforts for the Statistical Product First approach are focused around three core elements:

Data User Engagement

Stakeholder Product Development

Expanded Dissemination Modalities

Statistical Product First Team Leads

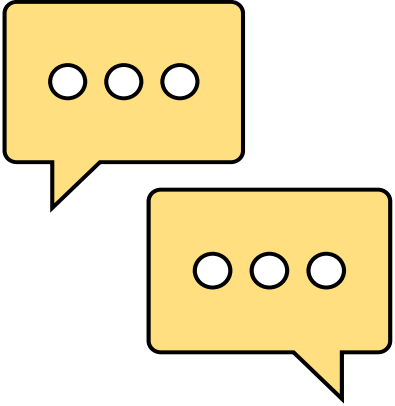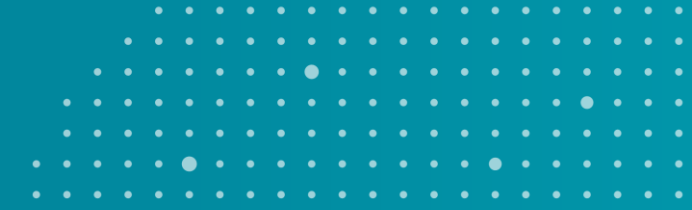**Erika Becker-Medina,**
Data User Engagement

Nate Ramsey,
Stakeholder Product Development

Emily Molfino,
Expanded Dissemination Modalities

Data User Engagement Update

- Conducted multiple external engagement sessions and have heard similar feedback from different stakeholder groups: *Census does a lot of engagement already—it's the feedback loop that needs work!*

- Planning an internal data user engagement workshop for all Census data user outreach program representatives to map current processes, identify gaps, streamline disjointed efforts, and engage more effectively.

- Reviewing state data center sites to identify existing user-friendly data tools and take inventory of what state offices are doing to avoid redundancies and identify statistical product gaps.
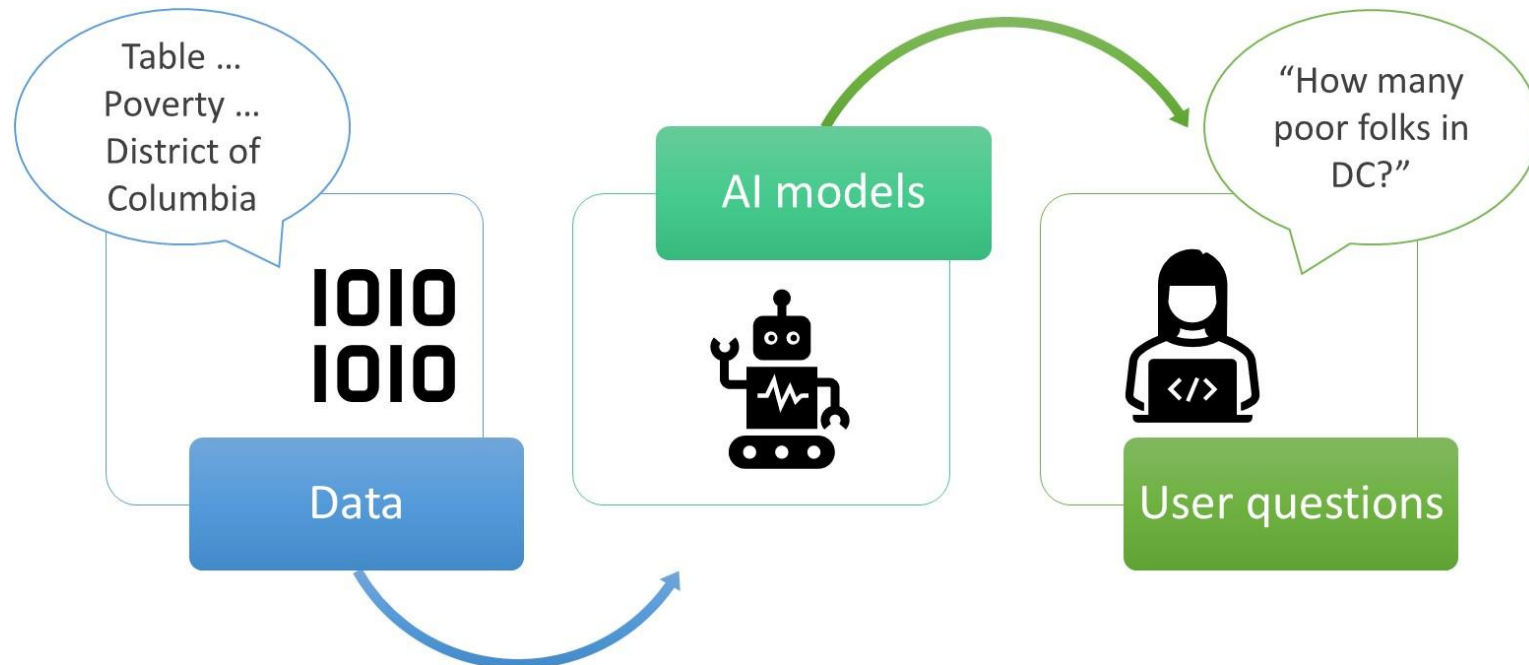
Stakeholder Product Development Update

- Designing a demonstration pilot focused on a singular use case: identifying authoritative statistics to satisfy grant application requirements among state and local government and non-profit applicants.

- The demonstration pilot will encompass three phases of work: engagement, statistical product development and dissemination.

- Similar strategies and techniques developed for this pilot could be applied toward a broader problem set (such as statistical needs among private sector organizations seeking government contracts.)

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Expanded Dissemination Modalities Update
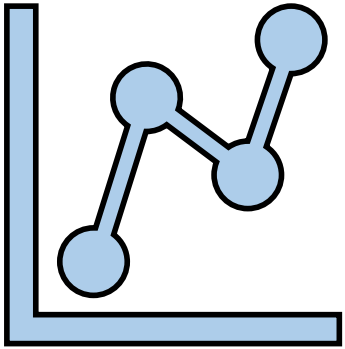
- Working with OpenAI and the Department of Commerce's Chief Data Officer to determine how to better deliver our data for use in AI platforms.

- Improving and expanding the contextual information about the data, putting it in a format that will be captured AI systems.

Table …
Poverty …
District of Columbia

Data

AI models

"How many poor folks in DC?"

User questions

Imagine the Art of the Possible

We welcome your ideas!

➤ What are **major purposes** the statistical products need to support?

➤ What would **add value to your** statistical products?

➤ What **modalities of statistical product dissemination** support data user needs?

➤ **How do we elicit** that information?

➤ **Who should participate** in development of products?

➤ How do we ensure the **solicitation and development** of statistical products **happens equitably**?

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Thank You

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